

FILE

FEB 25 1946

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5	FASHION CALENDAR					
	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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NEW YORK 19, N.Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING SATURDAY, FEBRUARY 23, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	IMPORT COLLECTION: SPRING & SUMMER ORIGINALS An exclusive group of Molyneux and Bianca Mosca models from London will be included with this original collection of gowns for Spring and Summer. Attendance by invitation only. Contact: Villa-Zigmund & Co., PL. 8-2014.	VILLA-ZIGMUND & CO.	18 EAST 50TH STREET
Now Going On-June 1	CONTEST FOR PRINT DESIGNS IN FABRICS A \$2,000 prize competition for the best designs for printed fabrics, announced by the Museum of Modern Art's Department of Industrial Design and sponsored by a group of leading stores throughout the country who will tie-in by showing and selling the prize winning fabrics simultaneously with the exhibition at the Museum. This exhibition will be held early in 1947. For competition program, entry blank, closing date and data, contact: Eliot F. Noyes, Director, Dept. of Industrial Design, Museum of Modern Art, 11 West 53rd St., CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Week Of Feb. 23-March 2	EIGHTH ANNUAL NATIONAL SEW AND SAVE WEEK A home sewing promotion addressed to the teen-age trade as the future home sewing market. Also, a drive for clothing for the Red Cross, suggesting that materials be purchased at stores and garments made at home for contribution to local Red Cross Chapters. Cash prizes also for the best "Sew and Save" store windows. Publicity: Kathleen Barker, LE. 2-4455.	NATIONAL NEEDLECRAFT BUREAU, INC.	385 FIFTH AVENUE NEW YORK CITY

WEEK BEGINNING MONDAY, FEBRUARY 25, 1946

Monday Feb. 25-	NEW MILLINERY BY KENETH HOPKINS	B. ALTMAN & CO. (5TH AVE. & 34TH ST.)	3RD FLOOR
Feb. 26	Presentation of new Spring millinery creations by Kenneth Hopkins of Beverly Hills. Open to public. Publicity: B. Altman & Co., MU. 9-7000.		
Monday Feb. 25-	SEMI-ANNUAL GIFT SHOW IN NEW YORK	NATIONAL GIFT & ART ASSN., INC.	HOTEL NEW YORKER & HOTEL PENNSYLVANIA
March 1	The first New York Gift Show since August, 1944, with new lines of gifts and decorative accessories. Open to trade. Contact: George F. Little Management, Inc., 220 Fifth Ave., AS. 4-3161.		
Monday Feb. 25-	SCHEDULE OF PARIS COUTURE OPENINGS	PARIS COUTURIERS	PARIS, FRANCE
March 5	The remaining couture showings in Paris are scheduled as follows (with some smaller houses showing until March 20): <u>Feb. 25</u> --O'Rossem, Agnes, Drecoll; <u>Feb. 26</u> --Pierre Balmain, Bruyère, Heim; <u>Feb. 27</u> --Gres, Paquin; <u>Feb. 28</u> --Robert Piguet; <u>March 1</u> --Worth, Patou, Marcelle Alix; <u>March 4</u> --Marcelle Dormoy; <u>March 5</u> --Mad Carpentier.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 25	SPRING FASHIONS AT LUNCHEON SHOWING	DE PINNA	ST. REGIS HOTEL IRIDIUM ROOM
1:00 P.M. Luncheon	A Spring fashion show during luncheon, featuring newest fashions for town and spectator sports, including debutante and junior clothes. This is De Pinna's big Spring presentation for the year. Press by invitation only. Open to public. Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.		

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED

Monday..... <u>MAINBOCHER</u> Feb. 25	6 EAST 57TH ST. At 3:00 P.M.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Tuesday.... <u>THE TAILORED WOMAN</u> Feb. 26	742 FIFTH AVE. At 2:30 P.M.,	PUBL.: BELLE I. GILLIS	PL. 5-2500 the first custom-order collection of this establishment.
Wednesday.. <u>MILGRIM</u> Feb. 27	6 WEST 57TH ST. At 2:30 P.M.	PUBL.: RUTH WALTZ	CI. 7-7200
Thursday... <u>HATTIE CARNEGIE</u> Feb. 28	42 EAST 49TH ST. At 2:30 P.M.	PUBL.: JOSEPHINE HUGHES	WI. 2-2600
Monday..... <u>JAY THORPE</u> March 4	29 WEST 57TH ST. At 2:30 P.M.	PUBL.: JOAN STANTON	CI. 7-4300
Tuesday.... <u>SAKS 5TH AVENUE</u> March 5	611 FIFTH AVE. At 2:30 P.M.	PUBL.: HELEN KAUPER	PL. 3-4000
Wednesday.. <u>HENRI BENDEL</u> March 6	10 WEST 57TH ST. At 10:30 A.M.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Wednesday.. <u>BERGDORF GOODMAN</u> March 6	754 FIFTH AVE. At 5:30 P.M.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday... <u>BONWIT TELLER</u> March 7	721 FIFTH AVE. At 11:00 A.M.	PUBL.: DORIS BARTNETT (Originally scheduled for Monday, March 11)	EL. 5-6800
Thursday... <u>STEIN & BLAINE</u> March 7	15 WEST 57TH ST. At 3:00 P.M.	PUBL.: ELEANOR LAMBERT	PL. 5-8580

Monday Feb. 25	TEEN-AGE FASHIONS AND LAUNCHING OF "DEB"	IDEAL PUBLICATIONS (295 MADISON AVE.)	ST. REGIS HOTEL BALLROOM
4:00 P.M.-	A showing of teen-age fashions created especially for "Movie Stars Parade"		
6:00 P.M.	Magazine, by The Traphagen School of Design; and the launching of Ideal Publications' new teen-age and junior magazine "Deb", which will appear on newsstands early in April at 25¢ a copy. The fashion presentation will be divided into 3 parts with a prize for the best designer of each group: coats and suits; dresses and formal fashions; summer playclothes. Harry Conover will discuss "Modeling Of Teen-Age Clothes." Master of ceremonies: Johnny Desmond. Commentator and Publicity: Lillian Lang, MU. 3-8191.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 25-	CHESTER BOWLES AT MARKETING CONFERENCE	CHAMBER OF COMMERCE OF THE U. S. A.	HOTEL PENNSYLVANIA
Feb. 26	Chester Bowles, new Director of Economic Stabilization, will discuss "Removal of Wartime Price Controls" at a dinner Monday night during the 2-day National Marketing Conference. Major Benjamin H. Namm, NRDGA President, will discuss distributor-manufacturer relations at an earlier session on Monday. Other subjects include "Surplus Property Disposal and the Distributor"; "Reconversion Problems of the Retailer", etc. Contact: Charles M. Isaacs, Domestic Distribution Dept., Chamber of Commerce, Washington, D.C.		
Tuesday Feb. 26	EMILY WILKENS' TEEN-AGE FASHIONS	BONWIT TELLER	7TH FLOOR TEEN SHOP
9:45 A.M. Breakfast	A press breakfast to preview Emily Wilkens' second anniversary collection of young fashions for teen-agers. Coffee and juice at 9:45 A.M.; Showing at 10:00 A.M. Attendance strictly by invitation. Publicity: Doris Bartnett, EL. 5-6800.		
Tuesday Feb. 26	PRESS PREVIEW: NEW SPRING FASHIONS	BLOOMINGDALE'S	GREEN ROOM 3RD FLOOR
10:30 A.M.	Presentation of new Spring and Summer fashions to the press. Attendance by invitation only. Publicity: Karen Hollis, VO. 5-5900, Ext. 571.		
Tuesday Feb. 26	BENEFIT LUNCHEON FASHION PRESENTATION	HENRY ROSENFIELD (498 SEVENTH AVE.)	WALDORF-ASTORIA STARLIGHT ROOF
12:30 P.M. Luncheon	Highlights from Henry Rosenfeld's summer line, in addition to his new perfumes and cosmetics, will be presented during luncheon for the benefit of European war orphans, under the auspices of the ORT (Organization for Rehabilitation through Training) Guardianship Vocational Training Plan. Attendance by invitation. Commentator and Publicity for Henry Rosenfeld: Shirley Perces, PE. 6-7080.		
Tuesday Feb. 26	MILLINERY LUNCHEON FASHION SHOW	LADDIE NORTHRIDGE	RITZ CARLTON HOTEL OVAL ROOM
1:00 P.M. Luncheon	"An Overture To Spring"--showing of Laddie Northridge's Easter millinery during luncheon. Open to public. Press by invitation. Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Feb. 26 2:30 P.M.	THE TAILORED WOMAN'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. See page 2.		
Tuesday Feb. 26-	"TRICKS OF THE TRADE" FOR HOME SEWERS	FREDERICK LOESER & CO. (BROOKLYN)	3RD FLOOR DRESS-FABRICS DEPT.
Feb. 27 2:30 P.M.	Miss Mary Malone, stylist for the Butterick Pattern Co., will present two lectures entitled "Tricks of the Trade", a program in professional tailoring techniques for home sewers. Open to public. Publicity: Helen Finn, TR. 5-8100, Ext. 566.		
Tuesday Feb. 26	PRESS PREVIEW: CUSTOM- MADE COLLECTION	OLDRIC ROYCE	16 EAST 52ND STREET
4:30 P.M. Cocktails	Oldric Royce presents new custom-made dresses, suits, and coats for Spring and Summer. Attendance by invitation only. Publicity: Betty Nelson, PL. 3-9185.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 26	NEWSSTAND DATE: ALL LATIN-AMERICAN NUMBER	MADEMOISELLE MAGAZINE (STREET & SMITH PUBL.)	NEWSSTANDS
	Mademoiselle's first all Latin-American issue, presenting an authoritative report on young Latin-Americans, their interests, development, education social life, etc., with articles, features, fiction, and art work by Latin Americans. In addition, two editors, accompanied by mannequins and photographers, flew to Mexico, Yucatan and Brazil, to do research, fashion photography, and interview people. All in all, an exciting contribution to good neighbor relations.		
Wednesday Feb. 27 1:00 P.M. Luncheon	"HATS IN MOTION" AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	PIERRE HOTEL COTILLION ROOM
	Russeks will present new hats for the Spring season during a luncheon fashion show. Open to public. Press by invitation. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Pierre Publicity: Florence Lanthier, EL. 5-3644 or RE. 4-5900.		
Wednesday Feb. 27- Feb. 28 1:30 P.M.- 3:30 P.M.	PARENTS' FORUM: "YOU AND YOUR CHILDREN" "You And Your Children," a permanent project by Saks 34th, providing lectures and discussion periods as a free service to the community. Topic: "Growing Pains." <u>Wed., Feb. 27:</u> "The Pre-School Child." Speakers: Dr. Milton I. Levine, consultant to the Bureau of Child Hygiene, Dept. of Health; Jessie Stanton, Chmn. of Baby Institute, Station WJZ. <u>Thurs., Feb. 28:</u> "The School Child and Adolescent." Speakers: Dr. Milton I. Levine; Alice V. Keliher, Assoc. Prof. of Educ., N.Y.U. Press invited. Open to public. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR BALCONY
Feb. 27	MILGRIM'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. See page 2.		
Wednesday Feb. 27 7:00 P.M. Dinner	DINNER AND BUSINESS MEETINGS	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL BILTMORE ROOF
	Judy Barden, War Correspondent, N.Y. Sun, who has just returned from Europe with the British war brides aboard the S.S. Argentina, will be interviewed. Other speakers include: Howard Baldwin, Nat'l Adv. Mgr., New Yorker Magazine, discussing "What Price Circulation?" with information on German propaganda and the Allied counter offensive; and James L. Spencer, Vice Pres. and Director of Sales Research, Campbell-Ewald Co., discussing "Advertising--Pacemaker and Peacemaker." Master of Ceremonies: G. Lynn Sumner. Tickets: \$5.50 per person. Contact: Helen A. Holby, Advertising Federation of America, 330 West 42nd St., BR. 9-0284.		
Beginning Wednesday Feb. 27	MUSICAL PRESENTATION: "FASHIONATA OF 1946"	RICH'S, INC. ATLANTA, GA.	ERLANGER THEATRE ATLANTA, GEORGIA
	An elaborate musical fashion presentation -- "Fashionata of 1946" -- directed, written and staged by Frances Bemis, who staged the N.Y. Times Fashion Show for 4 consecutive years. Top fashions will be shown in 5 acts and 19 scenes. Settings, lighting and sound under direction of Raymond Sovay. Show sponsored by Young Matrons' Circle Club for Tallulah Falls School..		
Thursday Feb. 28 9:15 A.M. Breakfast	PRESS BREAKFAST: SPRING FASHION NEWS	R. H. MACY & CO.	13 TH FLOOR EXECUTIVE DINING ROOM
	Preview of Macy's new "Spring Lilt" fashions to the press during breakfast. Attendance strictly by invitation. Publicity: Nan Higgins, CH. 4-2000, Ext. 2431.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 28	"RETAIL SALES TRAINING IN POST WAR PERIOD"	AMERICAN MARKETING ASSOCIATION	HOTEL SHERATON LEXINGTON AVE. AT 37TH
12:30 P.M. Luncheon	Luncheon Meeting of Retail Distribution Group with Dr. O. Preston Robinson, Prof. of Retailing, N.Y.U. School of Retailing to speak on subject: "Retail Sales Training In The Post War Period." Admission: \$1.50 to members; \$1.75 to non-members. Contact: Rhoda Robbins, MU. 5-8600.		
Feb. 28	HATTIE CARNEGIE'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. See page 2.		
Thursday Feb. 28	CUSTOMER SHOWING: SPRING ORIGINALS	MILGRIM	6 WEST 57TH STREET
2:30 P.M.	A customer presentation of Milgrim's spring custom-order collection, featuring clothes shown to the press on the preceding day. By invitation only. Publicity: Ruth Waltz, CI. 7-7300.		
Thursday Feb. 28	SPRING AND EARLY SUMMER MILLINERY	EDITH HIRSCHMANN	6 EAST 53RD STREET SHOWROOM
2:30 P.M.	Edith Hirschmann will present her new Spring and early Summer millinery, together with matching custom-made accessories, including gloves, scarfs, and jewelry. Press by invitation. Contact: Edith Hirschmann, PL. 9-4031.		
Thursday Feb. 28	NEW SUMMER "YOUNG ORIGINALS"	EMILY WILKENS	ESSEX HOUSE COLONNADES BALLROOM
4:00 P.M.	Presentation of Emily Wilkens' Summer Young Originals. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Friday March 1	PRESENTING NEW SUMMER COLLECTION	VERA MAXWELL	230 WEST 39TH STREET 9TH FLOOR
	Vera Maxwell will present her Summer fashions, featuring short coats and new pastel suits. For press and trade by invitation. Contact: Terence Kennedy, WI. 7-3176.		
March 1	NATIONAL RED CROSS MONTH (March 1-March 31)		
Saturday March 2	"TRICKS FOR TEENS" FASHION SHOW	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR
10:30 A.M.	Easter finery for teen-agers will be previewed at this regular monthly fashion show. Open to public. Publicity: Florence Epstein, LA. 4-7000.		
Saturday March 2	FASHION SHOW AND "TEEN FROLICS"	MISS AMERICA MAGAZINE (350 FIFTH AVENUE)	71ST REGIMENT ARMORY 34TH ST. & PARK AVE.
2:00 P.M.	"Teen Frolics"--a dance given by Miss America Magazine, the Women's Nat'l		
6:00 P.M.	Institute and the AWVS--and a fashion show of advance models. Contact: Miss America Magazine. Publicity: Aileen Fogarty, BR. 9-5890.		
Saturday March 2	TEEN-AGE FASHION PRESENTATION	JAMES McCREERY & CO. (5TH AVE. & 34TH ST.)	BIG TOP RESTAURANT 2ND FLOOR
4:00 P.M.	Simplicity Pattern Co.'s teen-age fashion show, with girls from local high schools as models. Open to public. Publicity: Alice Hutton, WI. 7-7000.		
Monday March 4	LUNCHEON SHOWING OF SPRING MILLINERY	ANNAS' MILLINERY (22 EAST 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
1:00 P.M. Luncheon	Presentation of Annas' new Spring and Summer millinery collection. Open to public. Press by invitation. Fashion Show Publicity and Director: Mary Alice Rice, PL. 3-4500 or CI. 6-1790.		

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March 4	JAY THORPE'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. See page 2.		
Monday	TAILORING TECHNIQUES	L. BAMBERGER & CO.	10TH FLOOR
March 4-	AT SEWING COURSE	(NEWARK, N.J.)	ALCOVE ROOM
March 9	McCall's Sewing Course in Tailoring Techniques, with a special evening session for business girls on Thursday, March 7, at 7:30 P.M. Open to public. Publicity: Mary Grizzard, Market 2-1212, Ext. 2312.		
Thursday	NEW SPRING FASHIONS	JONAI, INC.	RITZ CARLTON HOTEL
March 5	AT LUNCHEON SHOW	(408 PARK AVE.)	OVAL ROOM
1:00 P.M.	Luncheon presentation of new daytime clothes, suits, and dinner and evening fashions. Open to public. Press by invitation. Contact: Jonai, Inc., PL. 5-3500. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Luncheon			
March 5	SAKS 5TH AVENUE'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. See page 2.		
March 6	ASH WEDNESDAY -- BEGINNING OF LENT.		
March 6	HENRI BENDEL'S SPRING COLLECTION FOR THE PRESS AT 10:30 A.M. See page 2.		
Wednesday	SPRING AND SUMMER	ARNOLD CONSTABLE	WALDORF-ASTORIA
March 6	FASHIONS AT LUNCHEON		SERT ROOM
1:00 P.M.	Presentation of Spring dresses and suits; prints for Easter; and summer playclothes. Open to public. Press by invitation. For reservations, contact: Frank, Sert Room headwaiter, EL. 5-3000. Publicity: Gerry Morgan, CA. 5-2300, Ext. 202. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Luncheon			
Wednesday	MILLINERY LUNCHEON	JEANNETTE HATS	PIERRE HOTEL
March 6	FASHION SHOW	(699 MADISON AVE.)	COTILLION ROOM
1:00 P.M.	Spring and Summer millinery presentation with furs by Phil Gottlieb. Open to public. Press by invitation. Hotel Pierre Publicity: Florence Lanthier, EL. 5-3644 or RE. 4-5900.		
Luncheon			
March 7	BONWIT TELLER'S SPRING COLLECTION FOR THE PRESS AT 11:00 A.M. See page 2.		
Thursday	FASHION SHOW AND	NEW YORK CHAPTER	HOTEL PLAZA
March 7	PAINTING EXHIBITION	OF HADASSAH	BALLROOM
1:00 P.M.	Fashion show and exhibition of contemporary paintings for prospective members of Hadassah, Nat'l Women's Zionist Organization. Fashions by leading manufacturers and designers. Commentators: Vyvyan Donner, Fox Movietone News; Joanne Leps, Fredrica Furs; and Walter Herlihy. Entertainment by stage, screen, and radio stars. All services are gratis. Press invited. Publicity: Bea Baris, LO. 3-6759.		
March 7-			
March 8			
1:00 P.M.			
Thursday	FLIGHT-LIGHT	R. H. MACY & CO.	DRESSMAKING CENTER
March 7-	WARDROBE SHOWING	(HERALD SQUARE)	6TH FLOOR
March 8	Macy's Fabric Center presents your "Pan American Clipper Trip with McCall's Flight-Light Wardrobe." Three showings at 1:00 P.M., 3:00 P.M., and 6:00 P.M. on Thursday; 1:00 P.M., 3:00 P.M., 5:00 P.M. on Friday. Open to public. Publicity: Nan Higgins, CH. 4-2000, Ext. 2431.		
1:00 P.M.			
March 7	STEIN & BLAINE'S SPRING COLLECTION FOR THE PRESS AT 3:00 P.M. See page 2.		

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Friday March 8	PRESENTATION OF SCHOLASTIC ART AWARDS	JAMES McCREERY & CO. (5TH AVE. & 34TH ST.)	5TH FLOOR
4:30 P.M.- 6:00 P.M. Cocktails	Preview and cocktail party for the judges, members of Board of Education, and press, for the presentation of the Scholastic Art Awards. First Prize: Mayor William O'Dwyer's Art Award, a \$100 Victory Bond. Two second prizes: 1 year's membership, Metropolitan Museum of Art; 1 year's membership, at Museum of Modern Art. Also, 100 scholastic certificates and 100 keys.		
	Attendance by invitation only. Publicity: Alice Hutton, WI. 7-7000.		
Monday March 11	SPRING FASHIONS DURING LUNCHEON	GUNTHER (666 FIFTH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
1:00 P.M. Luncheon	New Spring fashions and furs by Gunther will be presented during luncheon. Open to public. Press by invitation. Publicity: Nona James, VO. 5-3440. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.		
March 12	GIRL SCOUT WEEK (March 12-March 18).		
Tuesday March 12	PRESS PREVIEW: CUSTOM- ORDER COLLECTION	CARRIE MUNN	640 MADISON AVENUE
3:00 P.M.	Carrie Munn will present her custom-made originals for Spring and early Summer. Attendance by invitation only. Contact: EL. 5-0017.		
Wednesday March 13	LUNCHEON SHOWING OF SPRING MILLINERY	ARANKA MILLINERY (19 EAST 56TH ST.)	WALDORF-ASTORIA SERT ROOM
1:00 P.M. Luncheon	Spring, Easter, and early Summer millinery will be presented during luncheon. Open to public. Press by invitation. For reservations, contact Frank, Sert Room headwaiter, EL. 5-3000. Contact: Mme. Aranka, PL. 8-2966. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday March 13	AMERICAN HAIR DESIGN SHOW	AMERICAN HAIR DESIGN INSTITUTE	WALDORF-ASTORIA LE PERROQUET SUITE
4:00 P.M.- 6:00 P.M. Cocktails	New hair styles for Spring and Summer will be presented to the press. Attendance by invitation only. Publicity: Eleanor Rowlands, Rowlands Associates, MO. 4-9292.		
Thursday March 14	SHOWING OF NEW SPRING FASHIONS	HEARN'S (5TH AVE. & 14TH ST.)	5TH FLOOR AUDITORIUM
2:30 P.M.	Misses' and juniors' fashions for Spring. Open to public. Publicity: Helen Denson, Denson Frey & Affiliates, MU. 3-3295.		
Thursday March 14	PRESS PREVIEW: "NEW FLAME" MAKEUP	TUSSY COSMETIQUES (683 FIFTH AVENUE)	RAINBOW ROOM ROCKEFELLER CENTER
5:00 P.M.- 7:00 P.M. Cocktails	"New Flame" -- Tussy Cosmetiques' coral red Spring color in lipstick, rouge, and nail enamel -- will be introduced at a party for the fashion and beauty press. Attendance by invitation only. Publicity: Margaret Nowell, WI. 2-6100.		
Friday March 15	PUBLICATION DATE: "FASHION TRADES"	PUBLISHED BY JERRY FINKELSTEIN	97 DUANE STREET
	A weekly business news magazine for the apparel-fashion industry, with the following departments: Business and Industry; Advertising and Promotion; Retailing; Style and Design; Fabrics; Dresses; Suits and Coats; Furs; Millinery; Lingerie; Shoes; Hosiery; Sportswear; Infants & Children's Wear; Accessories; Cosmetics; Consumer; Science & Research. Subscription: \$12.00 a year. Publicity: Sallie Weir, Promotion Mgr., CO. 7-5674.		

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Friday March 15-	CONFERENCE OF ASSN. OF WOMEN DIRECTORS	NATIONAL ASSOCIATION OF BROADCASTERS	HOTEL ROOSEVELT
March 17	Women radio commentators from all over the country will meet in New York for 3 days in their third annual national campaign. Theme: "Women's Responsibility In The Communicative Arts--Their Part In Developing An Informative Public Opinion." There will be special fashion shows, panel discussions and workshops, Sat., March 16: 10:30 A.M.-12:30 P.M. (Henrick Hudson Room)--Alma Kitchell, Pres., Assn. of Women Directors, WJZ-ABC, will preside; Theme: "How Does Radio Sell Ideas," Followed by a Panel Discussion with Dr. Lyman Bryson, Consultant on Education, CBS, as moderator. Panel Participants: Lisa Sergio (ABC & WQXR); Mary Margaret McBride(WEAF & NBC); Dean Mildred Thompson (Vassar College, Mutual Broadcasting System); Marjorie Husted (Betty Crocker of General Mills); Elsa Maxwell (Mutual Broadcasting System); Gertrude Berg (Author, Star, "Rise of the Goldbergs"). Luncheon in Grand Ballroom at 1:00 P.M. with address by Walter Lippmann, author, lecturer and columnist of N. Y. Herald Tribune. Followed by awards to distinguished women in other fields of communication: Newspaper: Mrs. Anne O'Hare McCormick, N. Y. Times. Magazine: Mrs. Bruce Gould, Ladies Home Journal. Theatre: Miss Helen Hayes. Motion Pictures: Miss Madeleine Carroll. Tickets: \$5.00 for conference and luncheon. Contact: Association of Women Directors, 535 Fifth Avenue, New York 17, N. Y. Publicity: Jane Ellis, PL. 3-8321.		
Friday March 15 4:00 P.M.-- 7:00 P.M. Cocktails	PREVIEW FOR MEMBERS OF ASSOC. OF BROADCASTERS Preview of "A Diamond Shadow Box Show," designed by modern artist, Joseph Cornell, in Tapestry Room, at Park Lane. Showing specifically for Association of Women Directors of National Assoc. of Broadcasters. Attendance strictly by invitation. Publicity: Dorothy Dignam, CI. 6-0200.	N. W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	PARK LANE 299 PARK AVENUE
Saturday March 16 8:30 A.M. Breakfast	MILLINERY BREAKFAST FOR VISITING BROADCASTERS Millinery showing for Assoc. of Women Directors of National Assoc. of Broadcasters, local radio commentators, and fashion press. The following 16 up-town milliners will present their hats: Anita Andra, Braagaard, Hattie Carnegie, Lilly Dache, Emme, Peg Fischer, Walter Florell, Mary Goodfellow, Mago Hayes, John Frederics, Laddie Northridge, Mme. Pauline, Florence Reichman, Mme. Reine, Suzanne Remy, Sally Victor. Assisting hostess: Maggi McNellis. Attendance by invitation only. Publicity: Mary Kelley: MU. 2-2603.	MILLINERY FASHION BUREAU	HOTEL COMMODORE EAST BALLROOM
Monday March 18 1:00 P.M. Luncheon	CUSTOM-MADE SUITS AT LUNCHEON SHOW A luncheon presentation of Paris and New York custom-made suits by Knize. Open to public. Press by invitation. Fashion Show Publicity and Director: Mary Alice Rice, PL. 3-4500.	KNIZE (20 EAST 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Wednesday March 20 7:00 P.M. Dinner	SMALL STORES DIVISION MEETING First of the 5 NRDGA Small Stores Division Meetings for 1946, featuring 2 or 3 speakers discussing current problems and supplemented by an open forum discussion. More details later. Contact: Leonard Mongeon, Manager of the group.	NAT'L RETAIL DRY GOODS ASSOCIATION	HOTEL NEW YORKER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 20 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Russek's will present their new Spring fashions during luncheon. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Russek's Publicity: Helen Moran, WI. 7-1900. Waldorf Publicity: Ted Saucier, EL. 5-3000.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
Thursday March 21 10:00 A.M. Breakfast	INDIVIDUALLY STYLED SPECTACLE EYEWEAR First Day Of Spring--Claremont & Nichols present their entirely new interpretation of "The Gal Who Wears Glasses", at a press breakfast of individually styled spectacle eyewear to compliment every ensemble. Attendance by invitation only. Publicity: Grace Fitzwater, PL. 5-8668.	CLAIRMONT & NICHOLS CO. (515 MADISON AVENUE)	HAMPSHIRE HOUSE COTTAGE
Thursday March 21 3:00 P.M.- 5:30 P.M.	FASHION SHOW AND MOVIE PREVIEW Cocktail Party and Fashion Show featuring a group of Lenesta Hats inspired by Universal's forthcoming movie, "So Goes My Love", with Myra Loy and Don Ameche, followed by a special preview of the film. Lenesta publicity: Hilda Kassell, PL. 5-5319. Universal Publicity: Marie Slate, CI. 7-7100.	LENESTA HATS & UNIVERSAL PICTURES	PIERRE HOTEL ROOF
Friday March 22 3:00 P.M.	SPRING FASHIONS: "TRAVELCADE--1946" First big Spring fashion presentation by A & S in 4 years, with special emphasis on clothes for air travel and resort wear. Show for benefit of School Settlement Assn. of Brooklyn. Tickets: \$1.50. Contact: Mrs. Cyril J. Redmond, 1 Grace Court, Brooklyn, MA. 4-5553. Press by invitation. Publicity: Helen Gardner, TR. 5-7200, Ext. 321.	ABRAHAM & STRAUS (BROOKLYN)	ST. GEORGE HOTEL BROOKLYN
Monday March 25 1:00 P.M. Luncheon	SPRING AND EASTER MILLINERY PRESENTATION New hats for Spring, Easter, and Early Summer presented during luncheon by Janet--Fifth Avenue. Open to public. Press by invitation. Fashion Show Publ. and Director: Mary Alice Rice, PL. 3-4500 or CI. 6-1790.	JANET--FIFTH AVENUE (16 EAST 52ND STREET)	ST. REGIS HOTEL IRIDIUM ROOM
Wednesday March 27 12:00 Noon Luncheon	PRESS LUNCHEON TO INTRODUCE NEW PERFUME Formal presentation of a new perfume by Coty, Inc. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday March 27 1:00 P.M. Luncheon	NEW MILLINERY AT LUNCHEON SHOW "Spring Fever" -- millinery fashion presentation by Anita Andra, featuring feathers on straw, high crowns, open crowns, "lingerie" hats (lace trimmed), nylon straw, and natural colors -- light "cafe au lait." (This showing had originally been scheduled for Feb. 27). Open to public. Press by invitation. For reservations, contact Frank, Sert Room headwaiter, EL. 5-3000. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ANITA ANDRA	WALDORF-ASTORIA SERT ROOM
About End Of March	FRENCH MISSION TO STUDY U.S. KNITWEAR The French Knitgoods Federation, affiliated with the Government-sponsored Industrial Committee for Textiles, is sending over seven delegates on a 3 weeks' trip to make a study of knitwear developments in the U.S. and to renew American contacts.	FRENCH KNITGOODS FEDERATION	NEW YORK; PHILADELPHIA; READING; BOSTON

MUSIC... THEATRES... MOVIES... NIGHT SPOTS

- Saturday Feb. 23 BALLET RUSSE OF MONTE CARLO NEW YORK CITY CENTER, 131 WEST 55TH ST.
 Sat. Mat. Feb. 23--CONCERTO BAROCCHI, COMEDIA BALLETICA, COPPELIA
 Sat. Eve. Feb. 23--MOZARTIANA, BAISER DE LA FEE, DIVERTISSEMENTS
 Sun. Mat. Feb. 24--LES SYLPHIDES, BOURGEOIS GENTILHOMME, THE NUTCRACKER
 Sun. Mat. Feb. 24--THE SNOW MAIDEN, CONCERTO BAROCCHI, COPPELIA
 Tues. Eve. Feb. 26--DANCES CONCERTANTES, BAISER DE LA FEE, FRANKIE AND JOHNNY
 Wed. Eve. Feb. 27--LES SYLPHIDES, NIGHT SHADOW, L'APRES-MIDI D'UN FAUNE
 Thurs. Eve. Feb. 28--MOZARTIANA, FRANKIE AND JOHNNY, THE RED POPPY
 Fri. Eve. March 1--SWAN LAKE, NIGHT SHADOW, SCHEHERAZADE
 Sat. Mat. March 2--MOZARTIANA, RODEO, DIVERTISSEMENTS (from Coppelia)
 Sat. Eve. March 2--BALLET IMPERIAL, NIGHT SHADOW, GAITE PARISIENNE
 Publicity: Margaret Hornyak, CI. 7-5911.
- Sunday Feb. 24 PIANO CONCERT: ARTUR RUBINSTEIN, CARNEGIE HALL, 7TH AVENUE & 57TH STREET
 Artur Rubinstein in a piano concert at 8:30 P.M. Contact: CI. 7-7460.
- Monday Feb. 25 FOURTEENTH WEEK: METROPOLITAN OPERA, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH
 Mon. Feb. 25 at 8:15 P.M.--Offenbach's LES CONTES D'HOFFMANN (4th Perf.)
 Tues. Feb. 26 at 8:30 P.M.--Verdi's RIGOLETTO (Special Perf.) (4th Perf.)
 Wed. Feb. 27 at 8:00 P.M.--Wagner's TANNHAUSER (4th Perf.)
 Thurs. Feb. 28 at 8:00 P.M.--Ponchielli's LA GIOCONDA (4th Perf.)
 Fri. March 1 at 8:00 P.M.--Gounod's ROMEO ET JULIETTE (6th Perf.)
 Sat. March 2 at 2:00 P.M.--Puccini's LA BOHEME (Broadcast over WJZ-ABC)
 Sat. March 2 at 8:00 P.M.--Strauss' DER ROSENKAVALIER (5th Perf.)
 Publicity: Margaret Carson, PE. 6-1200.
- Tuesday Feb. 26 ROLLER SKATING SHOW MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.
 Cast of 900 will appear in this Roller Skating Show, presented for one night
 only for benefit of Nat'l Foundation for Infantile Paralysis. Tickets:
 \$1.00 to \$3.50. Contact: Madison Square Garden, CO. 5-6800.
- Wednesday Feb. 27 OPENING: "TRUCKLINE CAFE" BELASCO THEATRE, 44TH ST. EAST OF B'WAY
 New Maxwell Anderson play, produced by Harold Clurman and Elia Kazan in
 association with the Playwrights' Co. Cast features Virginia Gilmore,
 Richard Waring, June Walker, David Manners, Ralph Theodore, and Karl
 Mandel. Director: Harold Clurman. Settings: Boris Aronson. Costumes:
 Millia Davenport. Publicity: Proctor & Goodman, VA. 6-5084.
- Wednesday Feb. 27 PREMIERE: "ROAD TO UTOPIA" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
 Paramount, for the 4th time, presents Bing Crosby, Bob Hope, and Dorothy
 Lamour "on the road"--this time north to Alaska during the Gold Rush days.
 Four new songs by Jimmy Van Heusen and Johnny Burke. Director: Hal Walker.
 Producer: Paul Jones. Costumes: Edith Head. Publicity: Aileen St. John
 Brenon, BR. 9-8700.
- Thursday Feb. 28 PREMIERE: "THE SAILOR TAKES A WIFE" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
 MGM romantic comedy about the first week's marital problems of a young
 couple who start housekeeping in a dilapidated N.Y. brownstone apartment.
 Cast features Robert Walker and June Allyson, with Hume Cronyn, Audrey
 Totter, Eddie "Rochester" Anderson, and Reginald Owen. Director: Richard
 Whorf. Producer: Edwin H. Knopf. Costumes: Irene. Publicity: Herbert
 Crooker, BR. 9-7800.